

Turning the Page 2.0 Utah!

A personalized advocacy training

Components of the Course

- Facilitator-led live online sessions
- Independent work on *Turning the Page* web-based trainings
- One-on-one feedback from a professional facilitator (free consulting)
- Online community for discussion
- Completion of an Advocacy Work Plan

Things to Know

- Participants spend about three hours per week, leading to an Advocacy Work Plan that will help to achieve advocacy goals.
- Participants are encouraged to register with others in their library to form an advocacy team—staff, trustees, and Friends are all welcome.

Topics of the Six Weeks

Week 1: Public Perceptions

Learn recent national research on how voters and elected officials perceive public libraries.

Week 2: Telling Your Story

Apply data to create your own library story.

Week 3: You As a Leader

Develop your own leadership skills to become a more confident advocate in your community.

Week 4: Building Relationships

Learn how to build community networks and relationships to leverage your resources.

Week 5: The “Big Ask”

Focus on effective funding requests.

Week 6: So What’s Next?

Lay the foundation for future steps of putting your Advocacy Work Plan into action.

When

Online sessions 10–11 AM Tuesdays:

- Kickoff Jan. 22, 2013
- Session 1 Public perceptions Feb. 5
- Session 2 Telling your story Feb. 26
- Session 3 You as leader Mar. 5
- Session 4 Building relationships Mar. 12
- Session 5 The “Big Ask” Apr. 2
- Session 6 So What’s Next? April 9

For More Information

Visit: <http://library.utah.gov/programs/training/ttp/>

Register: <http://uslttp-eorg.eventbrite.com>

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